NewsEDGE

CIGARETTES; TOBACCO

Wall Street Journal January 23, 1997 Thursday

Who's News: RJR's Reynolds Unit Loses Marketing Chief After Just 15 Months

NEW YORK -- RJR Nabisco Holdings Corp. said Ove Sorensen, the liquor marketing executive it brought in to revitalize its aging **cigarette** brands, is leaving his post as executive vice president at Reynolds **Tobacco** Co. after just 15 months on the job.

RJR's Reynolds unit, which disclosed the news to its employees Tuesday in an internal announcement, wouldn't comment on Mr. Sorensen's plans, and the 54-year-old executive couldn't be reached for comment.

Industry executives expressed surprise at the marketer's sudden departure, especially since Reynolds's portfolio of brands is finally beginning to show the first few glimmers of improvement.

A Reynolds spokeswoman played down the abruptness of his departure, saying he had accomplished his basic tasks, which included overseeing a repositioning of the Winston line and launching new brands. "He was there to do a specific thing and he did it," she said.

Mr. Sorensen said in the company announcement: "While I am leaving RJR, I feel strongly that the innovative marketing approaches that RJR has been testing over the last year and a half have put RJR on the right course."

RJR said that after Mr. Sorensen's departure, three top marketing executives -- senior vice presidents Lynn Beasley, G. Clifton Pennell, and David N. Iauco -- will report directly to Andrew J. Schindler, Reynolds's president.

Copyright (c) 1997 Dow Jones and Company, Inc.
Received via NewsEDGE from Desktop Data, Inc.: 1/23/97 2:24

Tickers: **RN**
Subjects: **TOBC COFF NY WSJ**

2072452203

Source: https://www.industrydocuments.ucsf.edu/docs/syym0004